

# Georgia Statewide Transit Plan

## Improving Access and Mobility Through 2050

### Public Survey Results

#### Survey Details

As a component of its Statewide Transit Plan, the Georgia Department of Transportation conducted a public survey to give all Georgians an opportunity to provide input on the state's public transit programs. The primary objectives of the survey included to assess the public's priorities for transit, to gain awareness of issues and barriers related to the public's use of transit statewide, and to better understand how riders currently use transit services.

The survey questions were designed to develop an improved understanding of current travel behaviors and to identify transit needs throughout Georgia. The survey included questions regarding the origin and destination of transit trips, trip purposes, and riders' alternative mode choice if transit services were not available. The survey was available in English, Spanish, Vietnamese, Korean, and Chinese.

#### Distribution of Responses

The survey was available both online and through a paper survey distributed by local rural transit providers. GDOT used targeted social media and partnerships with local transit agencies to ensure coverage across the state.



In total, 2,971 Georgia residents from 126 counties responded. Online surveys made up 80% of responses (2,396 surveys).

Among all survey respondents, 1,201 live outside of the metro Atlanta area, with 1,770 responses coming from within the 13 counties that comprise the metro Atlanta area.

#### Key Takeaways

The survey reached both transit users and non-riders alike. Over **55%** of respondents **said they use transit** in some capacity, while **38%** do not currently use transit but are **interested in riding**.

**Outside of metro Atlanta, demand-response transit** was selected by respondents as the most commonly used mode, with **35%** of transit riders indicating that they use this mode. **In metro Atlanta, MARTA rail** was the most commonly selected mode, with **78%** of respondents reporting using this service.

**Statewide**, the most common reason for taking transit is to **avoid traffic or parking**, selected by **66%** of respondents. **Outside of metro Atlanta**, the next most common reasons for taking transit include **"lack of access to a personal vehicle"** and **"I don't drive"**, selected by **31%** and **28%** of respondents, respectively.

#### Survey Highlights



**58%** of demand-response riders responded that they are weekly users.



**44%** of riders would get a ride from a family member or not take a trip if transit services were not available.



**55%** of statewide respondents use transit on a regular basis, when it is convenient, or if it is the only option.



**38%** of statewide respondents do not currently ride transit but are interested in using the service in the future.



**66%** of surveyed transit users take public transit to avoid traffic or parking.



**Improving mobility** was identified as the most important reason to provide transit by respondents outside metro Atlanta.



**Reducing traffic congestion and improving air quality** was identified as the most important reason to provide transit by respondents in metro Atlanta.

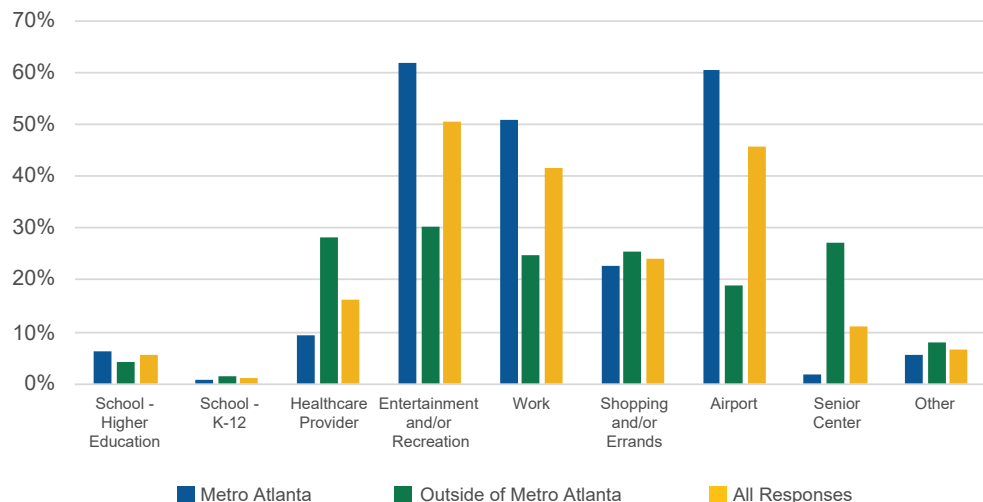


**The most common destinations** outside of metro Atlanta are entertainment, healthcare, and shopping locations.

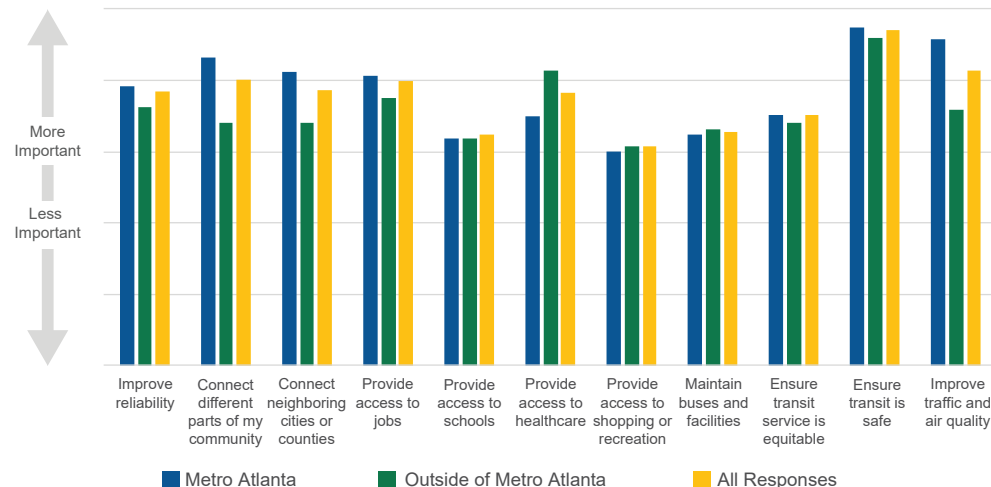
# You spoke, we listened:

2,971 responses received  
Respondents represented 126 counties in Georgia

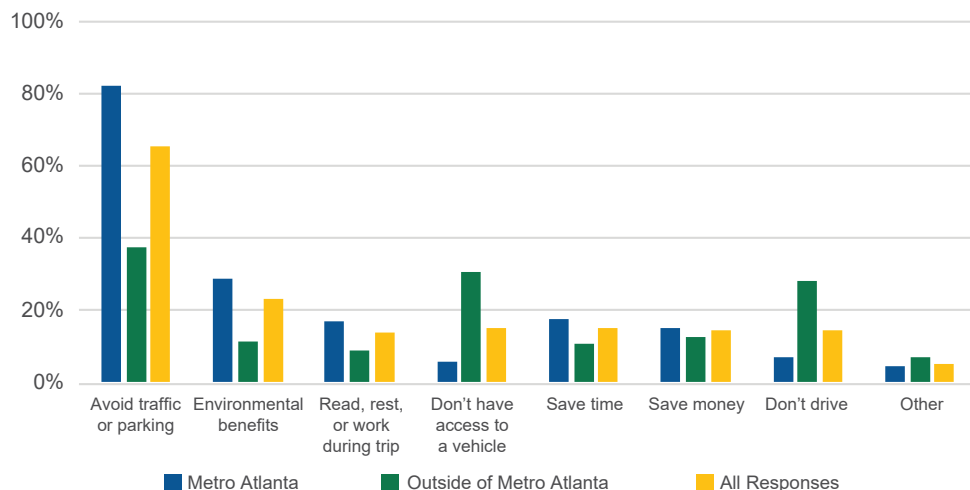
## Where does transit usually take you?



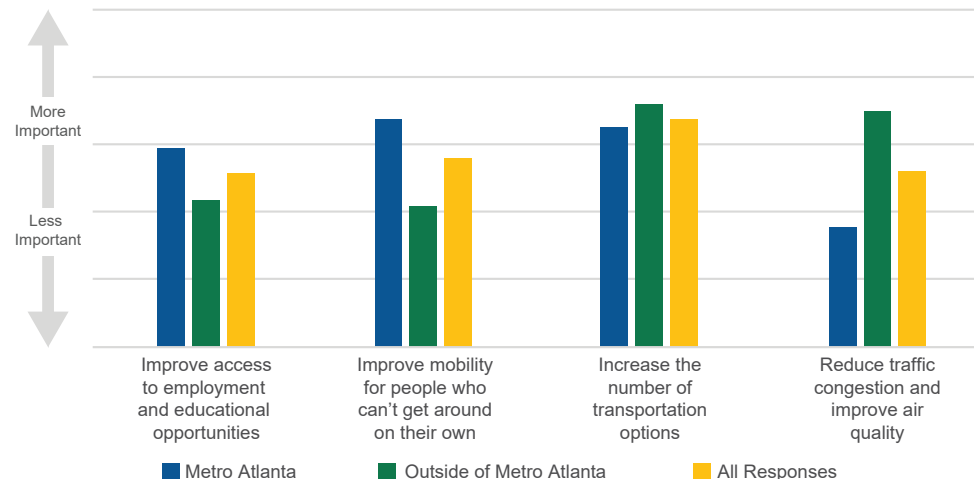
## When considering improvements to transit, how important are each of the following to you?



## What is your main reason for taking public transit?



## What is the most important reason to you for providing public transit?



Kaycee Mertz, AICP  
Rail and Transit Planning Manager  
GDOT Division of Intermodal  
600 West Peachtree Street  
Atlanta, GA 30308  
[transitplan@dot.ga.gov](mailto:transitplan@dot.ga.gov)

